

ORDER



A GANNETT COMPANY

Orders	Order / Rev:	703878	WFMY-TV
	Alt Order #:	06259618	
	Product Desc:	OBAMA FOR AMERICA	
	Estimate:	1536	
	Flight Dates:	09/18/12 - 09/24/12	Primary AE:
	Original Date / Rev:	08/01/12 / 09/27/12	Sales Office:
	Order Type:	Political	Sales Region:
Agency	Name:	Greer Margolis Mitchell/ Pol	
	Buying Contact:		Billing Type:
	Billing Contact:		Billing Calendar:
		3050 K St NW	Billing Cycle:
		Washington, DC 20007	Agency Commission:
Advertiser	Name:	Obama For America	
	Demographic:	A35+	New Business Thru:
	Product Codes:	PL-Presidential	Order Separation:
	Priority:	P-4	Advertiser External ID:
	Revenue Codes:	AGY, GEN, POL	Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount	Totals			
09/17/12	09/23/12	64	\$20,035.00	\$17,029.75	September 2012	80	\$24,930.00	\$21,190.50 0.00
09/24/12	09/30/12	16	\$4,895.00	\$4,160.75	Totals	80	\$24,930.00	\$21,190.50 0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Nick Welte			Start Of Order - End Of Order	100%

Order Share	Share	Total
WFMY-TV	30%	\$24,930.00
Market	100%	\$83,100.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WGHP	27%	\$22,437.00
WGPX	0%	\$0.00
WLXI	0%	\$0.00
WTWB	2%	\$1,662.00
WUNL	0%	\$0.00
WUPN	4%	\$3,324.00
WXII	30%	\$24,930.00
WXLV	7%	\$5,817.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WFMY	09/18/12	09/24/12	M-F 5-6a 5-6a GMS ROT	CM	5-6a	MTWTF--	:30	5	\$55.00	P-4	0.00	NM	5	\$275.00
		Start Date	End Date	Weekdays		Spots/Week				Rate		Rating			
		Week: 09/18/12	09/24/12	MTWTF--		5	\$55.00			0.00					
E 2	WFMY	09/18/12	09/24/12	M-F 6-8a Good Morning Show	CM	6-8a	MTWTF--	:30	5	\$80.00	P-4	0.00	NM	5	\$400.00
		Start Date	End Date	Weekdays		Spots/Week				Rate		Rating			
		Week: 09/18/12	09/24/12	MTWTF--		5	\$80.00			0.00					

Order / Rev: 703878
 Alt Order #: 06259618
 Flight Dates: 09/18/12 - 09/24/12

Advertiser: Obama For America
 Product Desc: OBAMA FOR AMERICA
 Estimate: 1536

WFMY-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
E 3	WFMY	09/18/12	09/24/12	CBS This Morning CBS This Morning	CM	8-10a	MTWTF--	:30	7	\$60.00	P-3	0.00	NM	7	\$420.00	
		<u>Start Date</u> Week: 09/18/12	<u>End Date</u> 09/24/12	<u>Weekdays</u> MTWTF--		<u>Spots/Week</u> 7			<u>Rate</u> \$60.00		<u>Rating</u> 0.00					
E 4	WFMY	09/23/12	09/23/12	Good Morning Show Su Good Morning Show Su	CM	6-9a	-----S	:30	1	\$70.00	P-4	0.00	NM	1	\$70.00	
		<u>Start Date</u> Week: 09/17/12	<u>End Date</u> 09/23/12	<u>Weekdays</u> -----S		<u>Spots/Week</u> 1			<u>Rate</u> \$70.00		<u>Rating</u> 0.00					
E 5	WFMY	09/18/12	09/24/12	Price Is Right Price Is Right	CM	11a-12p	MTWTF--	:30	4	\$140.00	P-3	0.00	NM	4	\$560.00	
		<u>Start Date</u> Week: 09/18/12	<u>End Date</u> 09/24/12	<u>Weekdays</u> MTWTF--		<u>Spots/Week</u> 4			<u>Rate</u> \$140.00		<u>Rating</u> 0.00					
E 6	WFMY	09/18/12	09/24/12	News2 at Noon News2 at Noon	CM	12-1230p	MTWTF--	:30	4	\$130.00	P-3	0.00	NM	4	\$520.00	
		<u>Start Date</u> Week: 09/18/12	<u>End Date</u> 09/24/12	<u>Weekdays</u> MTWTF--		<u>Spots/Week</u> 4			<u>Rate</u> \$130.00		<u>Rating</u> 0.00					
E 7	WFMY	09/18/12	09/21/12	M-F CBS Soaps CBS Soaps	CM	1230-2p	-TWTF--	:30	3	\$160.00	P-3	0.00	NM	3	\$480.00	
		<u>Start Date</u> Week: 09/18/12	<u>End Date</u> 09/24/12	<u>Weekdays</u> -TWTF--		<u>Spots/Week</u> 3			<u>Rate</u> \$160.00		<u>Rating</u> 0.00					
E 8	WFMY	09/23/12	09/23/12	CBS Sunday Morning CBS Sunday Morning	CM	9-1030a	-----S	:30	1	\$125.00	P-4	0.00	NM	0	\$0.00	
		<u>Start Date</u> Week: 09/17/12	<u>End Date</u> 09/23/12	<u>Weekdays</u> -----S		<u>Spots/Week</u> 1			<u>Rate</u> \$125.00		<u>Rating</u> 0.00					
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>			<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	1	WFMY	09/17/12-09/23/12	CBS Sunday Morning		9-1030a			-----Su	:30	(\$125.00)	0.00	NM			
				Credited												
E 9	WFMY	09/18/12	09/24/12	M-F 4-5p Ellen Degeneres	CM	4-5p	MTWTF--	:30	4	\$100.00	P-3	0.00	NM	4	\$400.00	
		<u>Start Date</u> Week: 09/18/12	<u>End Date</u> 09/24/12	<u>Weekdays</u> MTWTF--		<u>Spots/Week</u> 4			<u>Rate</u> \$100.00		<u>Rating</u> 0.00					
E 10	WFMY	09/18/12	09/24/12	News 2 at 5 News 2 at 5	CM	5-530p	MTWTF--	:30	5	\$225.00	P-3	0.00	NM	5	\$1,125.00	
		<u>Start Date</u> Week: 09/18/12	<u>End Date</u> 09/24/12	<u>Weekdays</u> MTWTF--		<u>Spots/Week</u> 5			<u>Rate</u> \$225.00		<u>Rating</u> 0.00					
E 11	WFMY	09/18/12	09/24/12	News 2 at 6 News 2 at 6	CM	6-630p	MTWTF--	:30	5	\$350.00	P-3	0.00	NM	5	\$1,750.00	
		<u>Start Date</u> Week: 09/18/12	<u>End Date</u> 09/24/12	<u>Weekdays</u> MTWTF--		<u>Spots/Week</u> 5			<u>Rate</u> \$350.00		<u>Rating</u> 0.00					
E 12	WFMY	09/18/12	09/24/12	CBS Evening News CBS Evening News	CM	630-7p	MTWTF--	:30	4	\$700.00	P-2	0.00	NM	4	\$2,800.00	
		<u>Start Date</u> Week: 09/18/12	<u>End Date</u> 09/24/12	<u>Weekdays</u> MTWTF--		<u>Spots/Week</u> 4			<u>Rate</u> \$700.00		<u>Rating</u> 0.00					
E 15	WFMY	09/18/12	09/24/12	M-F 7-730p Wheel of Fortune	CM	7-730p	MTWTF--	:30	5	\$375.00	P-3	0.00	NM	5	\$1,875.00	
		<u>Start Date</u> Week: 09/18/12	<u>End Date</u> 09/24/12	<u>Weekdays</u> MTWTF--		<u>Spots/Week</u> 5			<u>Rate</u> \$375.00		<u>Rating</u> 0.00					
E 16	WFMY	09/18/12	09/24/12	M-F 730-8p Jeopardy	CM	730-8p	MTWTF--	:30	5	\$375.00	P-3	0.00	NM	5	\$1,875.00	
		<u>Start Date</u> Week: 09/18/12	<u>End Date</u> 09/24/12	<u>Weekdays</u> MTWTF--		<u>Spots/Week</u> 5			<u>Rate</u> \$375.00		<u>Rating</u> 0.00					
E 17	WFMY	09/22/12	09/22/12	PA (Sa) Sat 7-8p	CM	7-8p	-----S-	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00	
		<u>Start Date</u> Week: 09/17/12	<u>End Date</u> 09/23/12	<u>Weekdays</u> -----S-		<u>Spots/Week</u> 1			<u>Rate</u> \$150.00		<u>Rating</u> 0.00					
E 19	WFMY	09/24/12	09/24/12	Mon Prime B 2 Broke Girls/Mike &	CM	9-10p	M-----	:30	1	\$1,600.00	P-2	0.00	NM	1	\$1,600.00	
		<u>Start Date</u> Week: 09/24/12	<u>End Date</u> 09/30/12	<u>Weekdays</u> M-----		<u>Spots/Week</u> 1			<u>Rate</u> \$1,600.00		<u>Rating</u> 0.00					

Order / Rev: 703878
 Alt Order #: 06259618
 Flight Dates: 09/18/12 - 09/24/12

Advertiser: Obama For America
 Product Desc: OBAMA FOR AMERICA
 Estimate: 1536

WFMY-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 20	WFMY	09/18/12	09/18/12	Tue Prime A NCIS	CM	8-9p	-T-----	:30	1	\$1,400.00	P-3	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-T-----		1	\$1,400.00			0.00					
E 21	WFMY	09/18/12	09/18/12	Tue Prime B NCIS: Los Angeles	CM	9-10p	-T-----	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-T-----		1	\$1,200.00			0.00					
E 22	WFMY	09/19/12	09/19/12	Wed Prime A Big Brother	CM	8-9p	--W-----	:30	1	\$900.00	P-3	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	--W-----		1	\$900.00			0.00					
E 23	WFMY	09/19/12	09/19/12	Wed Prime C Wed 10-11p CSI	CM	10-11p	--W-----	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	--W-----		1	\$800.00			0.00					
E 24	WFMY	09/20/12	09/20/12	Thu Prime C Person of Interest	CM	10-11p	--T--	:30	1	\$1,100.00	P-3	0.00	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	--T--		1	\$1,100.00			0.00					
E 25	WFMY	09/21/12	09/21/12	Fri Prime C Blue Bloods	CM	10-11p	----F--	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	----F--		1	\$800.00			0.00					
E 26	WFMY	09/22/12	09/22/12	Sat Prime C 48 Hours	CM	10-11p	-----S-	:30	1	\$475.00	P-3	0.00	NM	1	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----S-		1	\$475.00			0.00					
E 27	WFMY	09/23/12	09/23/12	Sun Prime A 60 Minutes	CM	7-8p	-----S	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----S		1	\$1,000.00			0.00					
E 28	WFMY	09/23/12	09/23/12	Sun Prime C The Good Wife	CM	9-10p	-----S	:30	1	\$1,200.00	P-3	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----S		1	\$1,200.00			0.00					
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>				<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>	
	1	WFMY	09/17/12-09/23/12	Sun Prime C		9-10p				-----Su	:30	(\$1,200.00)	0.00	NM	
				Credited											
E 29	WFMY	09/18/12	09/24/12	News 2 at 11 News 2 at 11	CM	11-1135p	MTWTFSS	:30	7	\$350.00	P-3	0.00	NM	7	\$2,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/18/12	09/24/12	MTWTFSS		7	\$350.00			0.00					
E 30	WFMY	09/18/12	09/24/12	Letterman David Letterman	CM	1135p-1235a	MTWTF--	:30	3	\$70.00	P-4	0.00	NM	3	\$210.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/18/12	09/24/12	MTWTF--		3	\$70.00			0.00					
E 31	WFMY	09/18/12	09/24/12	Late Late Show Late Late Show	CM	1235-135a	MTWTF--	:30	2	\$10.00	P-4	0.00	NM	2	\$20.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/18/12	09/24/12	MTWTF--		2	\$10.00			0.00					
N32	WFMY	09/24/12	09/24/12	M-F CBS Soaps CBS Soaps	CM	12:30-2p	M-----	:30	1	\$275.00	P-2	0.00	NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/18/12	09/24/12	M-----		1	\$275.00			0.00					

Totals

80

\$24,930.00